

11. In the past three months, how many times have you used money-off coupons to buy your regular brand of cigarettes?

☐ One ☐ Two ☐ Three or more ☐ None

12. In the past three months, how many times have you used money-off coupons to buy a brand other than your regular brand of cigarettes?

☐ One ☐ Two ☐ Three or more ☐ None

13. Would you be willing to receive samples of tobacco products through the mail? ☐ Yes ☐ No

Now think back to your participation in the Merit Taste Challenge.

14. How did the two packs of Merit cigarettes compare to your regular brand in taste?

☐ Much better ☐ About the same ☐ Much worse
☐ Slightly better ☐ Slightly poorer ☐ Did not smoke

15. Please think for a moment about the overall promotional offer for Merit—the cigarette ad offering two free packs of cigarettes, receiving the unidentified cigarettes and receiving the letter and coupons revealing the Merit brand name. What is your overall opinion of the offer?

☐ Excellent ☐ Very Good ☐ Good ☐ Fair ☐ Poor

16. Did you use the Merit coupons?

☐ Yes ☐ No

17. Did this "Merit Challenge" program increase your interest in smoking Merit? ☐ Yes ☐ No

18. Are there smokers in your household who are 21 years of age or older? Please list their names in the space below.

Other smokers in my household

Name	Age	Current Brand
_____	_____	_____
_____	_____	_____
_____	_____	_____

By returning this form, you certify that you are 21 years of age or older.

Thank you for your time and help in completing this survey.
Now simply fold and mail in the enclosed envelope marked "Merit Survey,"
so that your answers can be included in our results.

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SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 8 mg "tar," 0.5 mg nicotine—100's Men:
9 mg "tar," 0.7 mg nicotine—100's Reg:
10 mg "tar," 0.7 mg nicotine av. per cigarette,
FTC Report Feb.'85. Ultra Lights Kings: 5 mg "tar,"
0.5 mg nicotine—Ultra Lights 100's: 6 mg "tar,"
0.6 mg nicotine—Box Kings: 8 mg "tar," 0.6 mg
nicotine av. per cigarette, by FTC method.



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